

### REMARKS

Claims 1-6, 10, 11, 20 and 21 were rejected under 35 U.S.C. § 102(e) as being anticipated by Call. This rejection is traversed for the following reasons.

Claim 1, as amended, recites "an input device for entering product information and initiating selection of display-ready content related to the product from said storage device for display on said display screen; said input device is a bar code reader and the product includes a bar code, said input device initiating selection of said display-ready content upon said bar code reader reading the bar code, said bar code reader and said display screen being located proximate to the product in a retail establishment." This embodiment is described on page 17, line 24 – page 18, line 3 of Applicant's specification. This allows consumers to obtain product information under their own control in a retail environment.

Call fails to teach this processing. Call does disclose a hand held barcode scanner (column 12, lines 49-58). The disclosed use, however, is for a retailer to capture UPC codes for establishing information for inventory, not for the consumer to obtain in-store information. Thus, Call fails to teach the elements of claim 1.

For at least the above reasons, claim 1 is patentable over Call. Claims 2-4 and 6 depend from claim 1 and are patentable over Call for at least the reasons advanced with reference to claim 1.

Claims 7-9, 12 and 13 were rejected under 35 U.S.C. § 103 as being unpatentable over Call in view of Al-Kazily. This rejection is traversed for the following reasons. Al-Kazily was relied upon for disclosing various input devices, but fails to cure the deficiencies of Call discussed above with reference to claim 1. Claim 7 depends from claim 1 and is patentable over Call in view of Al-Kazily for at least the reasons advanced with reference to claim 1.

New claim 22 recites how information is displayed on the display and is supported on at least page 17, line 24 – page 18, line 3 of Applicant's specification.

For all the reasons advanced above, it is respectfully submitted that the application is in condition for allowance. Accordingly, reconsideration and allowance of the claims are respectfully requested. The Examiner is cordially requested to telephone, if the Examiner believes that it would be advantageous to the disposition of this case.

If there are any fees due in connection with this amendment, please charge such fees to deposit account 06-1130.

Respectfully submitted,

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